

ABSTRACT OF THE DISCLOSURE

The present invention provides an interactive two-way multimedia messaging service transfer method. A user sends a multimedia message to initiate the interactive 2-way transfer. A multimedia messaging service center sends the message to a multimedia
5 messaging service dispatcher, so that the appropriate service provider is contacted according to the multimedia message. The digital multimedia content is obtained from the content service provider and a common service platform transforms the information into a multimedia message reply. Finally, the multimedia messaging service center sends the message to the user. The invention receives and transmits multimedia messages in order
10 to provide the interactive two-way transmission system. In this way, mobile communication equipment users can access interactive content such as online games, anytime and anywhere.